

Appendix B. Community Representative Interview Outline

The focus of the Community-Based Transportation Plan is to generate ideas within the community for low-cost and alternative transportation strategies to meet local mobility needs. Through interviews and facilitated meetings, community members and community representatives will identify needs and develop strategies that can successfully be implemented. Individuals can speak to us in confidence. Any quoting of outcomes will be done anonymously. Our main purpose is to allow individuals to speak freely about their concerns and to describe **specific** problems.

1. What are the major challenges your community/organization is facing with regard to transportation in Cherryland-Ashland/South Hayward? [Probes: Cost of transportation; need to transfer from one transit operator to another; length of time to take a trip on public transit; lack of bus shelters; speed of traffic near pedestrian or bike routes; personal safety while walking, riding a bike, or waiting at a bus stop; Unsafe pavement for walking or bicycling; Need for special shuttles or vanpools; Language barriers; People familiar with the process of using transit (transfers, etc.)?]
2. What is your opinion of local transit service (BART, AC Transit, East Bay Paratransit, Hayward Dial-A-Ride)? [If problems, describe specific routes or services] If familiar with AC Transit's Central Alameda Plan, are you pleased? Concerned?
3. Who are the major markets for lifeline transportation services in Central Alameda County? [Definition of "lifeline transportation" – Transportation to meet the travel demands of low-income individuals and families, and persons with restricted or limited access to existing transit services] Identify user groups, people who cannot access transportation.
4. What do you see as key transportation/transit needs in Central Alameda County? For your community/organization? What are the primary transportation/transit-related concerns that you have (hear from your constituents)?
5. Are there any solutions to the problems that you can identify right now? [If no clear answer, possible probes: Bus stop seats and/or shelters; Subsidized taxis for late night trips; Low-cost auto loans; Free or discounted youth passes for AC Transit; Children's shuttles to and from school and day care; Mileage reimbursement for volunteers who drive others; Local transportation information center; Guaranteed ride home program; Subsidized carsharing program; Child care center at BART; Sidewalks; Infrastructure?]
6. What would need to be part of a recommended community-based transportation plan for you (and your community/organization) to support it (and take ownership of it)?
7. We are collecting demographic, land use, and planning data for this study. Is there anything we should be aware of with respect to land use or employment changes in your community? Any data you have available? Any surveys you have conducted?
8. Can you identify any institutional barriers to this plan and its implementation? Please describe the barriers and how you think they could be overcome.
9. We will be developing a community representative group to help evaluate the plan's projects. On what basis do you think the community representative group should evaluate the projects?
10. Would you be interested in:
 - A. Distributing and collecting feedback forms (to/from members or clients)?
 - B. Meeting with us again as part of a community representative group?
 - C. Receiving email updates as the study progresses?
11. Do you have any suggestions for making sure we hear from – and have participation from – a diversity of community members as part of this process? Are there any people we should meet with or talk to?
12. What haven't we covered that's important to you?
13. Any other comments, questions or concerns?